



EMERGING CONSUMERS 2017 FULL YEAR REPORT

Allianz SE

Public

Allianz 



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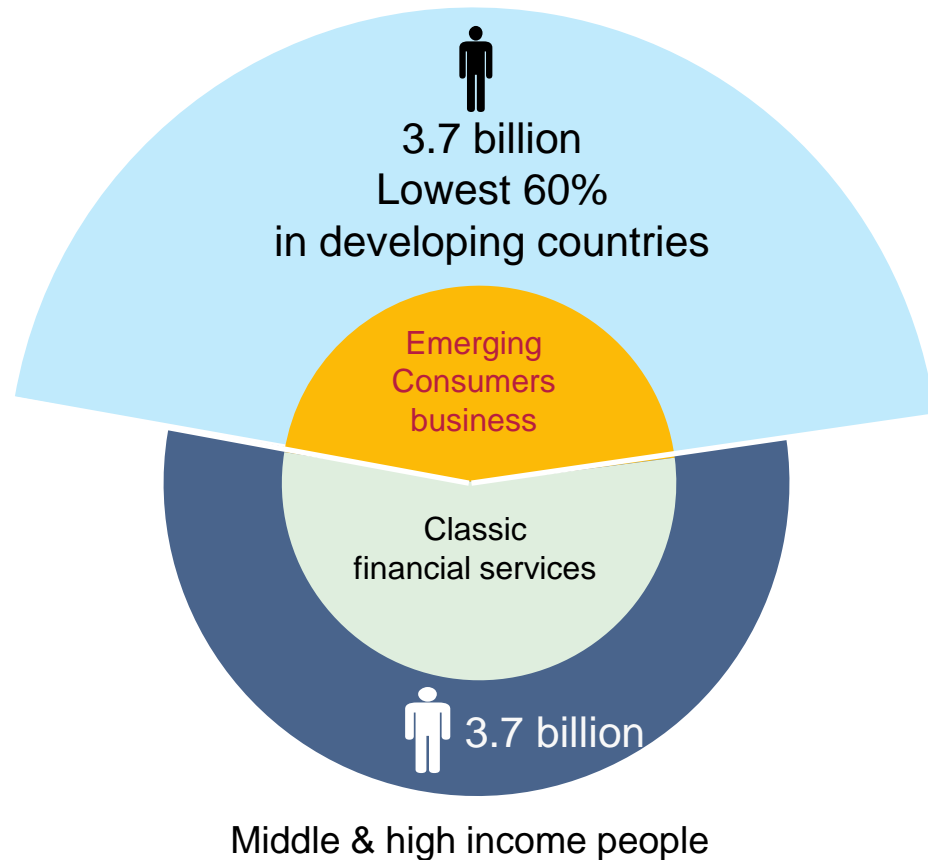
BUSINESS BACKGROUND





WHAT IS EMERGING CONSUMERS BUSINESS FOR ALLIANZ?

World population by income¹



Emerging Consumers business

At Allianz, we are dedicated to creating propositions specially designed to improve the lives of people in our emerging consumers segment.

With its differentiated operations, strategy, expertise and robust platforms, Allianz is the world leader in insurance in terms of the number of emerging consumers reached

The Emerging Consumers business addresses the financial needs of the bottom 60% of the population in developing countries, e.g. with insurance, assistance and related financial services.²

1) World Bank [World Population Dataset](#) (2017)

2) For a more detailed operational definition see the [Allianz Emerging Consumers definition](#).



HOW WE DO IT: THE PILLARS OF OUR APPROACH

INNOVATION

Digital and non-traditional approaches
Addresses specific needs and consumption patterns

INCLUSION

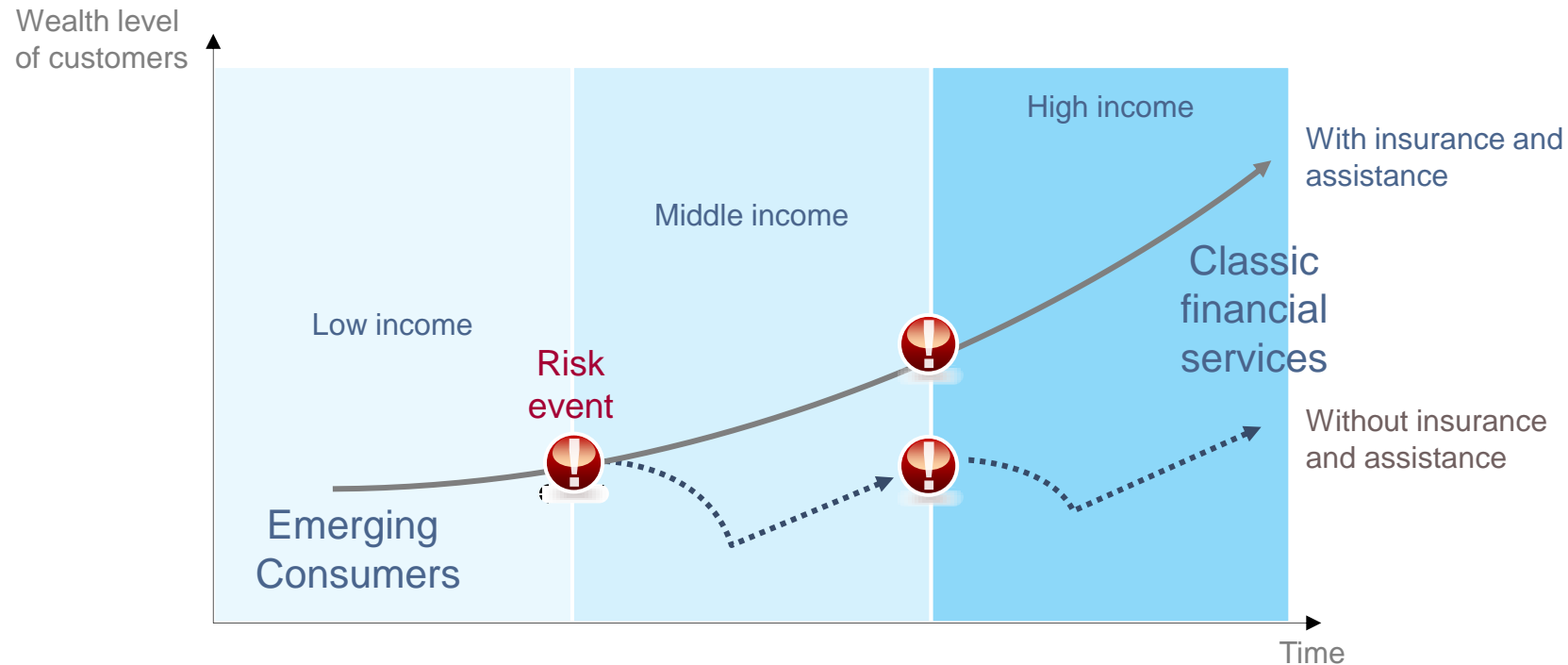
Financial and social developments as a sustainable proposition
Increasing insurance awareness and literacy

TRUST

Fairness in what we do
Consistently delivering customer value

- End-to-end mobile-based and omnichannel customer journeys
- Basket of offerings to complement simple life and credit life products
- Using bundling as a way to deepen coverage
- Optimized cost-based approach
- Addressing financial literacy with focus on inclusion

WHY WE DO IT: COMBINING SOCIAL AND BUSINESS BENEFITS



Customer Benefits:

- Multichannel touchpoints
- Customer engagement to co-create journeys
- Simple, relevant and affordable products
- Short-duration pay-as-you-go policies

Why Allianz:

- Worldwide footprint – present in more than 70 countries
- Technical excellence from core business

Allianz aims to be the world's most trusted financial services provider



2017 STORY: ALLIANZ'S INVESTMENT IN EMERGING MARKET INSURTECH LEADER

“Our investment in BIMA underscores Allianz’s commitment to digitalization, supporting the growth strategy of the Group in emerging economies, as well as enabling us to serve the so-called ‘next billion customers’.”



Oliver Bäte,
Chief Executive Officer,
Allianz SE

In 2017, Allianz X, the digital investment unit of the Allianz Group, became the only strategic investor in BIMA, a start-up that helps people in developing economies buy affordable insurance through their mobile phones, when it invested \$96.6 million. BIMA offers accident and life insurance for as little as 60 cents a month on rolling monthly cover and takes just three minutes to sign up for.

The company has over 3,500 salespeople across the developing world and has signed up 24 million customers in Africa, Asia, and Latin America. The investment will allow BIMA to innovate, scale existing as well as new markets, and retain its place as the emerging market insurtech leader.



“Allianz is the perfect insurance partner and investor for BIMA because of its strong commitment to emerging markets and overlapping footprint.”

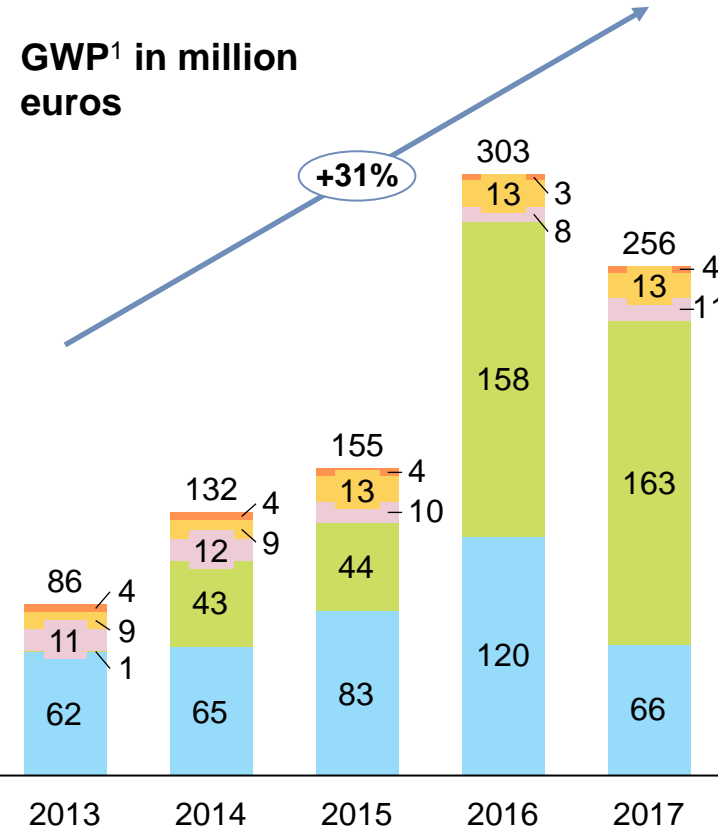
Gustaf Agartson
Founder and CEO,
BIMA

NEWS

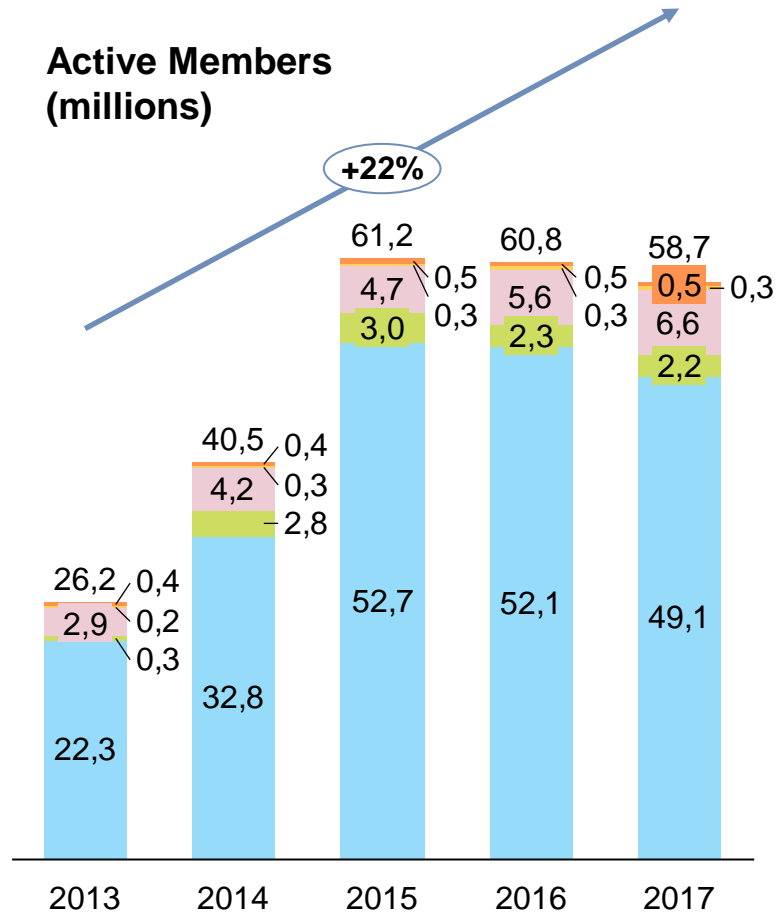




EMERGING CONSUMERS JOURNEY: 2017 FY RESULTS



Active Members (millions)

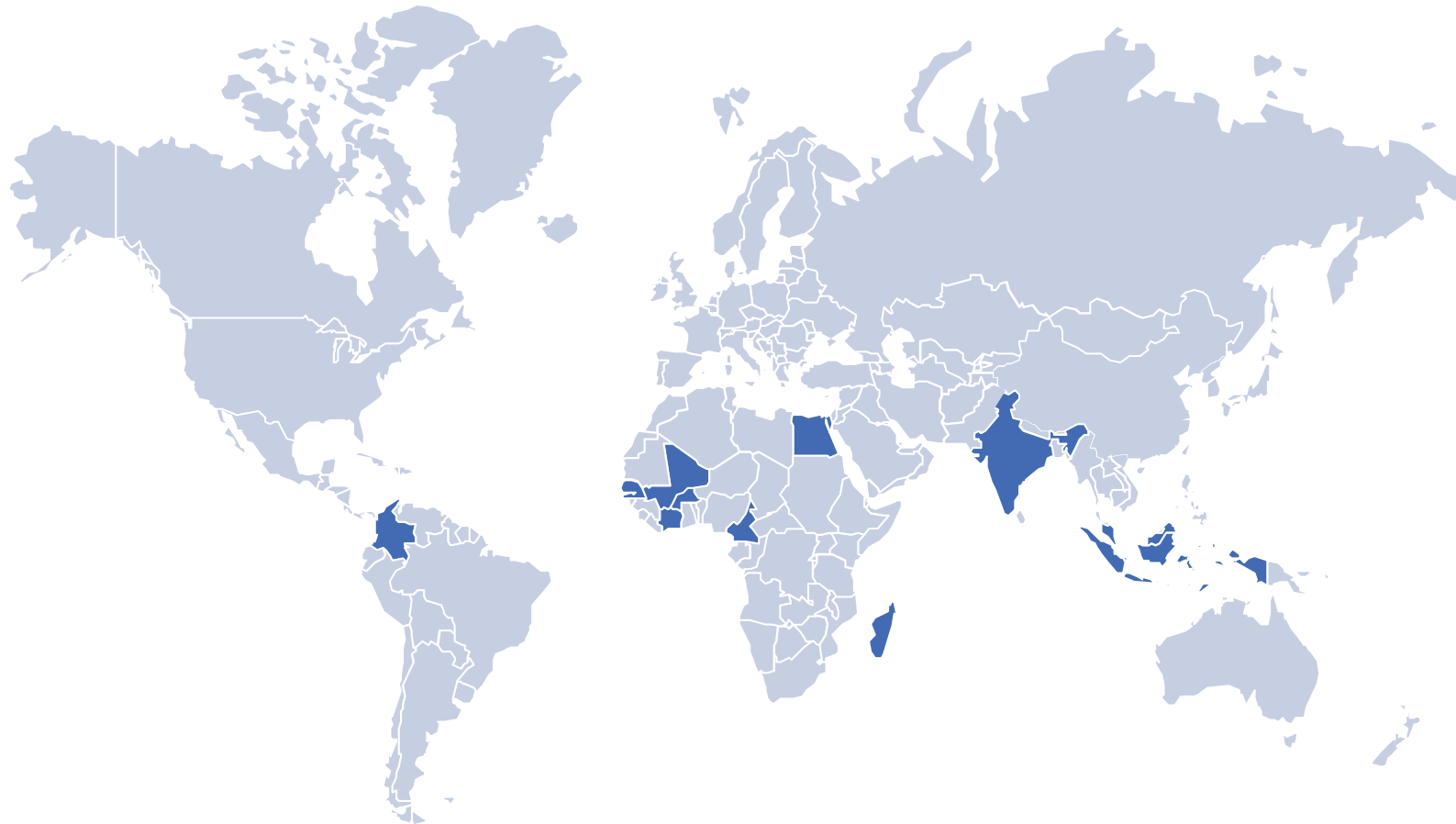


- In 2017, revenues stood at 256.5 million euros.
 - A 5-year picture shows solid growth, that is equivalent to 31% increase in GWP through 2013 to 2017²
 - We served a total of 58.7 million customers, that is equivalent to 22% growth from 2013 to 2017
- 2) 2016 peak year with exceptional group contracts in India

■ Africa
 ■ LatAm
 ■ Asia (ex India)
 ■ India P&C
 ■ India Life



WHERE WE DO IT



2017¹



Markets: 11



People reached:
58.7 million



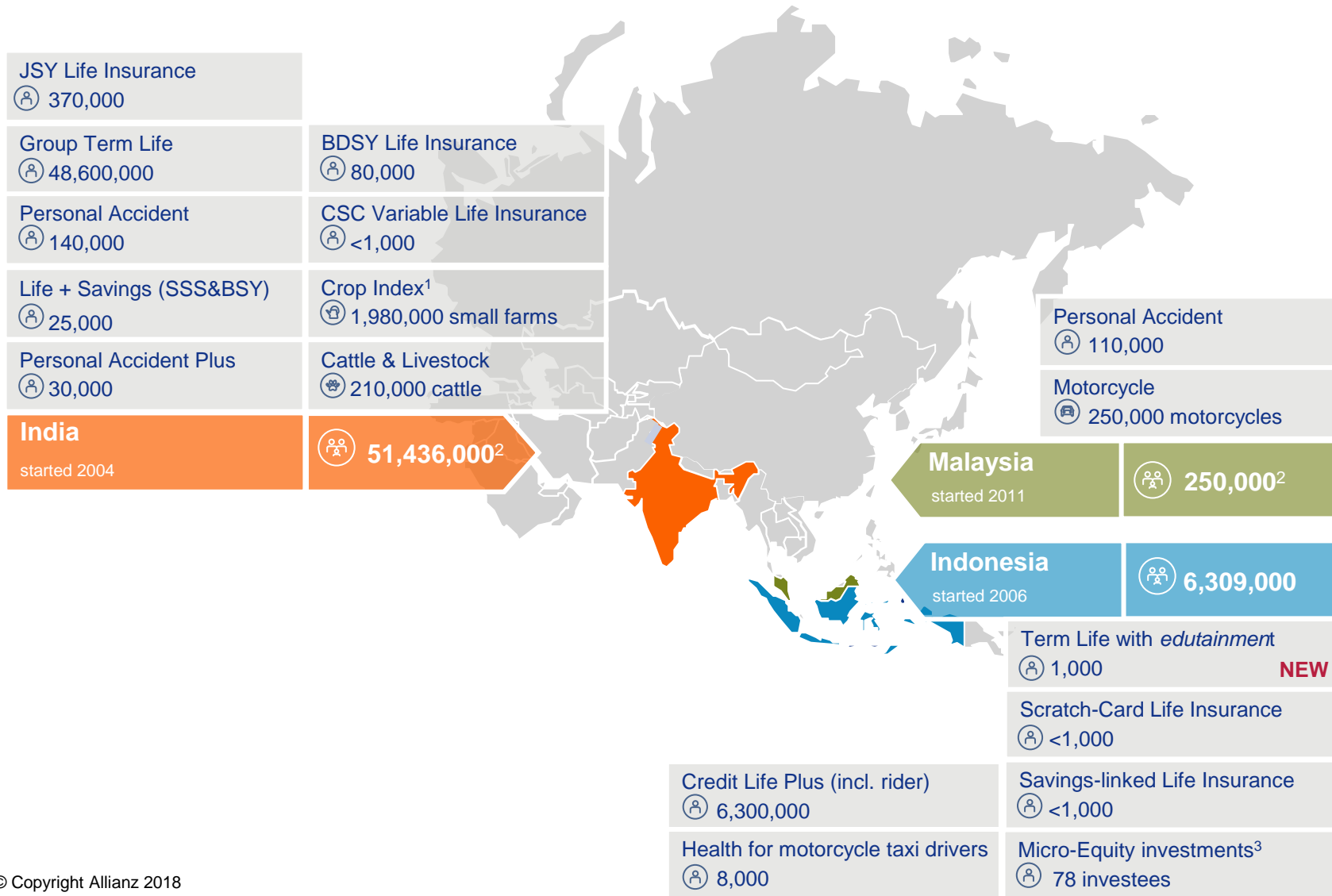
Premiums: 256.5
million euros

1) Number of markets and people reached as of Dec 31, 2017. Premium figures are Jan-Dec cumulative figures. Double counting, e.g. if a person has a Life and a Home insurance product is avoided where possible but cannot be entirely ruled out. Products launched after June 2013 and still with less than 1,000 insured are not reported.

The [Allianz Emerging Consumers definition](#) may differ from local regulatory definitions.



WHERE WE DO IT: ASIA



Asia 2017 ¹

- 🌐 Markets: 3
- 👤 People reached: 57.9 million
- € Premiums: 239.5 million euros

Click product names for more details.

- 1) For crop index, number of policies sold Jan-Dec 2017. Most policies have already expired by Dec-2017 due to their short duration of 3 to 4 months.
- 2) No. of people reached per product adds up to more than the stated total number of people reached per country because double counting is factored out, i.e. persons with two or more Allianz products are only counted as one person reached on country level (although some double counting cannot be entirely ruled out).
- 3) Though this service is below our 1,000 people reporting threshold, it has been included because micro-equity does not aim for large outreach.



WHERE WE DO IT: AFRICA

Senegal
started 2008

160,000

Credit Life
160,000

Mali
started 2011

4,000

Crop Index
4,000 small farms¹

Burkina Faso
started 2009

134,000

Credit Life
50,000

Savings-linked Life Insurance
80,000

Crop Index
4,000 small farms¹

Egypt
started 2007

4,000

Credit Life
4,000

Cameroon
started 2008

20,000

Credit Life
20,000

Ivory Coast
started 2009

94,000²

Funeral Insurance
85,000

Credit Life
50,000

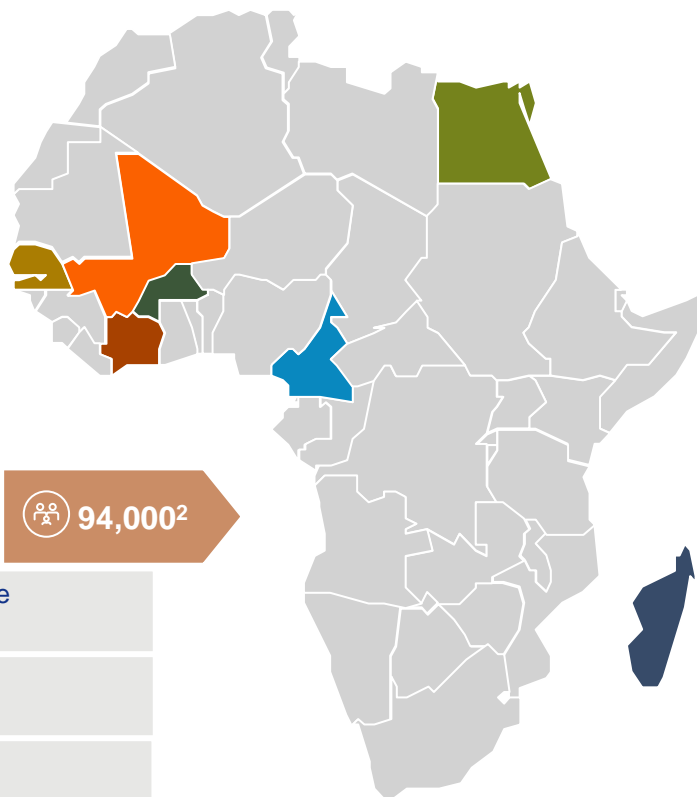
Mobile Savings
9,000 savers

Madagascar
started 2008

45,000

Credit Life
35,000

Mobile Term Life
10,000



Africa 2017 ¹

Markets: 7

People reached: 0.5 million

Premium: 4 million euros

Click product names for more details

- 1) For crop index, number of policies sold Jan-Dec 2017. Most policies have already expired by Dec-2017 due to their short duration of 3 to 4 months.
- 2) No. of people reached per product adds up to more than the stated total number of people reached per country because double counting is factored out, i.e. persons with two or more Allianz products are only counted as one person reached on country level (although some double counting cannot be entirely ruled out).



WHERE WE DO IT: LATIN AMERICA



Latin America 2017¹



Markets: 1



People reached:
0.3 million



Premium:
13 million euros

[Click product names for more details.](#)

- 1) No. of people reached per product adds up to more than the stated total number of people reached per country because double counting is factored out, i.e. persons with two or more Allianz products are only counted as one person reached on country level (although some double counting cannot be entirely ruled out).



DISCLAIMER

These assessments are subject to the following disclaimer:

Cautionary Note Regarding Forward-Looking Statements

The statements contained herein may include statements of future expectations and other forward-looking statements that are based on management's current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. In addition to statements which are forward-looking by reason of context, the words "may", "will", "should", "expects", "plans", "intends", "anticipates", "believes", "estimates", "predicts", "potential", or "continue" and similar expressions identify forward-looking statements. Actual results, performance or events may differ materially from those in such statements due to, without limitation, (i) general economic conditions, including in particular economic conditions in the Allianz Group's core business and core markets, (ii) performance of financial markets, including emerging markets, and including market volatility, liquidity and credit events (iii) the frequency and severity of insured loss events, including from natural catastrophes and including the development of loss expenses, (iv) mortality and morbidity levels and trends, (v) persistency

levels, (vi) the extent of credit defaults, (vii) interest rate levels, (viii) currency exchange rates including the Euro/U.S. Dollar exchange rate, (ix) changing levels of competition, (x) changes in laws and regulations, including monetary convergence and the European Monetary Union, (xi) changes in the policies of central banks and/or foreign governments, (xii) the impact of acquisitions, including related integration issues, (xiii) reorganization measures, and (xiv) general competitive factors, in each case on a local, regional, national and/or global basis. Many of these factors may be more likely to occur, or more pronounced, as a result of terrorist activities and their consequences.

No duty to update.

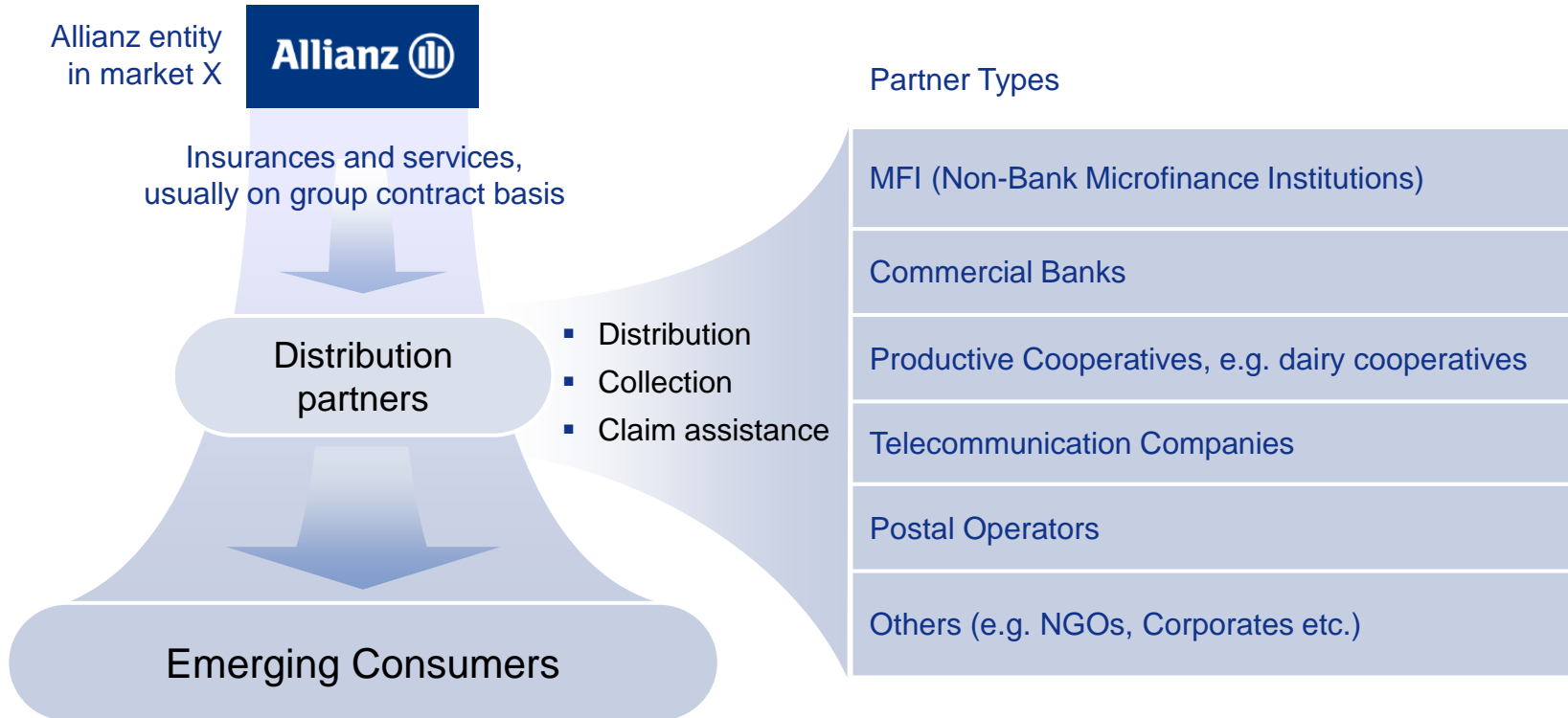
The company assumes no obligation to update any information contained herein.

APPENDIX





HOW WE DO IT: DISTRIBUTION



Allianz' local entities drive and own the Emerging Consumers business.

We work with over 700 experienced distribution partners to reach out to customers.

RESOURCES & CONTACT

Reference videos

- 2016: [Micro-equity for the street vendor, Indonesia](#)
- 2014: [Indonesia: Playing the insurance game](#)
- 2013: [9 customer awareness interviews \(by GfK\)](#)

→ For more videos, visit our [YouTube channel](#)

Reports & Studies

- [Lessons learned from 1 year micro-equity](#) (2017)
- MILK Claim Assessments by Microinsurance Centre: [Crop-index Burkina](#) (2015) & [Credit Life Indonesia](#) (2015)
- [Case Study: Escaping the Credit Life trap](#) (Allianz 2015)
- [Case Study: How Allianz Indonesia microinsurance reached over 1 million people](#) (Allianz 2013)
- [Micro-education endowment learning journey](#) (ILO 2012)

Website

- [Allianz Emerging Consumers website](#)

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